

FEB 21 2008

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## IN THE CLAIMS:

The text of all pending claims (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1-2, 9-12, and 14-15 in accordance with the following:

1. (currently amended) An advertising method for broadcasting advertisements to user-operated, network-interconnected computers including a first computer operated by a first user and a second computer operated by a second user, the method including:
  - administering a status of users including the first user and the second user;
  - receiving from the first computer and broadcasting to the second computer the status of the first user, the broadcasting to the second computer being performed in response to a request by the second user for the status of the first user;
  - correlatively recording in an advertising database resource identification information specifying a resource on the network with a plurality of advertising information, including a plurality of image data, for the advertisements;
  - receiving, at the advertising database, from at least a third computer, the resource identification information, at least ~~two items~~ one of the plurality of advertising information, or a combination thereof, to be recorded in said recording;
  - detecting resource identification information for a first resource in use by the first user;
  - extracting at least two items of first advertising information, recorded in said recording, corresponding to the detected resource identification information for the first resource, wherein the extracted ~~items of~~ first advertising information ~~are~~ is chosen from the recorded plurality of advertising information correlated to the resource identification information for the first resource;
  - broadcasting to the second computer said at least two items of first advertising information extracted in said extraction; and
  - displaying the status of the first user on the second computer, said status represented by advertising image data included in said ~~one of the at least two items of~~ first advertising information broadcast, and displaying image data of the at least two items of first advertising information in a separate area, said displaying occurring in response to browsing by said first computer.

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2. (currently amended) An advertising device for broadcasting advertisements to user-operated, network-interconnected computers, including a first computer operated by a first user and a second computer operated by a second user, the advertising device comprising:

a status administration unit administrating the status of users including the first user and the second user, and receiving from the first computer and broadcasting to the second computer the status of the first user, the broadcasting to the second computer being performed in response to a request by the second user for the status of the first user;

an advertising database correlatively recording resource identification information specifying resources on the network with a plurality of advertising information, including a plurality of image data, for the advertisements;

an advertising receiving unit receiving, from at least a third computer, unregistered advertising information to be recorded in said advertising database, designations of already registered resource information included in the resource identification information, unregistered resource identification information to be recorded in said advertising database, or a combination thereof;

a resource receiving unit receiving, from the first computer, first resource identification information specifying a first resource included in the resources the first user is using;

an extraction unit extracting, from said advertising database, at least two items of first advertising information included in the advertising information corresponding to the first resource identification information received by said resource receiving unit, wherein the extracted items of first advertising information are chosen from the plurality of advertising information correlated to the resource identification information; and

a broadcast unit broadcasting to the second computer said at least two items of first advertising information extracted by said extraction unit, said broadcasting occurring in response to browsing by said first computer.

3. (previously presented) An advertising device according to claim 2, wherein said advertising database further stores communications addresses for owners of each item of resource identification information included in said resource identification information, said advertising device further comprising:

a determination unit determining whether, when said advertising receiving unit has received from the at least third computer the unregistered advertising information and a designation for the already registered resource identification information, the owner of the unregistered advertising information is identical with the owner of the already registered

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resource;

an inquiry unit inquiring whether the unregistered advertising information may be correlated with the already registered resource identification information, pursuant to the results of the determination by said determination unit, said inquiry to be made using a communication address for the owner of the already registered resource identification information; and

a response receiving unit receiving a response to the inquiry, and in accordance with the response delivering the designation of the already registered resource identification information and the unregistered advertising information to said advertising database

4. (previously presented) An advertising device according to claim 2, wherein:  
advertising information contained in said advertising information further includes detailed identification information for specifying detailed information on the network, the detailed information defining advertising content in detail;

said advertising database further records the detailed identification information; and

said advertising receiving unit further receives the detailed identification information along with a designation for already registered advertising information stored in said advertising database or along with the unregistered advertising information.

5. (previously presented) An advertising device according to claim 4, further comprising a notification unit accepting from the second computer requests for access to detailed information corresponding to the first advertising information, and determining whether or not detailed identification information contained in the first advertising information is stored in said advertising database and, if not stored, notifying the second computer to that effect.

6. (previously presented) An advertising device according to claim 4, further comprising:

an access database for storing computer identification information, detailed identification information, and access counts or access frequencies from a computer to the detailed information; and

an access database updating unit determining whether or not the first computer has accessed first detailed information specified by first detailed identification information included in the first advertising information and in response to the determination results updating said access database.

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7. (previously presented) An advertising device according to claim 6, further comprising:

an incentive database for recording the detailed identification information, incentive information specifying incentives to be awarded to the users, and award conditions for awarding the incentives; and

an incentive awarding unit consulting said access database and said incentive database, determining whether or not the first computer has fulfilled any of the award conditions, and, if fulfilled, sending to the first computer incentive information correlated with any such fulfilled award condition.

8. (previously presented) An advertising device according to claim 6, further comprising:

an advertising fee database for recording access counts or access frequencies, and advertising fees corresponding to the access counts or access frequencies; and

an advertising fee calculation unit

consulting said access database and said advertising fee database,

calculating the access count sum total, or the access frequencies, to the first detailed information, and

reckoning in response to the calculation results advertising fees for the first advertising information.

9. (currently amended) An advertising program included on a computer readable medium for causing a computer to broadcast advertisements to computers on a network, operated by users, including a first computer operated by a first user and a second computer operated by a second user, the advertising program making the computer function as:

status administration means for administrating the status of users including the first user and the second user, and for receiving from the first computer and broadcasting to the second computer the status of the first user, the broadcasting to the second computer being performed in response to a request by the second user for the status of the first user;

an advertising database for correlatively recording resource identification information specifying resources on the network with a plurality of advertising information, including a plurality of image data, for the advertisements;

advertising receiving means for receiving, from at least a third computer, unregistered advertising information to be recorded in said advertising database, designations of already

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registered resource information included in the resource identification information, unregistered resource identification information to be recorded in said advertising database, or a combination thereof;

resource receiving means for receiving, from the first computer, first resource identification information specifying a first resource included in the resources the first user is using;

extraction means for extracting, from said advertising database, at least two items of first advertising information included in the advertising information corresponding to the first resource identification information received by said receiving means, wherein the extracted items of first advertising information are chosen from the plurality of advertising information correlated to the resource identification information; and

broadcast means for broadcasting to the second computer said at least two items of first advertising information extracted by said extraction means, said broadcasting occurring in response to browsing by said first computer.

10. (currently amended) An advertising display method for utilization by user-operated, network-interconnected computers including a first computer operated by a first user and a second computer operated by a second user, the advertising display method including:

transmitting, from the first computer to an advertising computer administrating a status of users including the first user and the second user, the status of the first user for allowing broadcast to the second computer;

detecting resource identification information specifying a first resource the first user is using, being a resource on the network;

transmitting to the advertising computer first resource identification information detected in said resource detection;

receiving from the advertising computer at least two items of first advertising information relating to the first resource identification information, and including advertising image data, wherein the items of first advertising information are chosen from a plurality of advertising information correlated to the resource identification information; and

displaying the advertising image data included in one of the at least two items of first advertising information as status of the first user, and displaying image data of the at least two items of first advertising information in a separate area, in response to the second user requesting the status of the first user, said displaying occurring in response to browsing by said first computer.

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11. (currently amended) An advertising method using a status information administration system wherein a plurality of user terminals ~~are~~ interconnected via a network, information on user status sent from one of the plurality of user terminals is acquired and administrated for each user, look-up requests for status information designating at least one user are received, and administrated user status information correlated with the users is sent to requestor user terminals, the advertising method comprising:

detecting information identifying a network resource requested from one of the plurality of user terminals and correlatively recording the detected information with user information identifying a user using the user terminal;

accepting a status information look-up request designating at least one user from one of a plurality of user terminals, the look-up request being sent from a requesting user other than the designated at least one user in order for the requesting user to receive a status of the designated at least one user specified by the requesting user, acquiring network resource identification information correlatively recorded with the user designated by the status information request, and acquiring and sending to the look-up requestor user terminal at least two items ~~one~~ chosen from a plurality of advertising data correlatively stored for each network resource, one of the items being designated to be displayed as the user status as well as being displayed with the remaining items, the plurality of advertising data being previously stored in response to ~~on~~ receiving requests ~~in advance~~ from an advertiser terminal device; and

updating advertising data look-up conditions for each consulting user or for each advertising data item, and, in accordance with the look-up conditions, generating incentive information for each consulting user and reporting it to each consulting user, or calculating an advertising fee for an advertiser and reporting invoice data on the advertising fee to the advertiser's terminal, when it is detected in the requestor user terminal that the advertising data has been consulted.

12. (currently amended) A method for advertising, comprising:

transmitting at least two items of advertisement information from a first computer to a second computer, in response to a third ~~the first~~ computer browsing web information and the second computer requesting ~~the~~ ~~a~~ browsing status of the third ~~first~~ computer;

displaying the browsing status of the third computer on a display of the second computer, said status represented by image data included in one of the at least two items of advertisement information; and

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displaying image data of the at least two items of advertisement information in a separate area on the display of the second computer;

wherein the at least two items of advertisement information ~~are~~is chosen from a plurality of advertisement information previously stored and correlated to the web information being browsed by the ~~third~~first computer.

13. (cancelled)

14. (currently amended) A method for broadcasting advertisements, comprising:  
allowing a first computer to connect to an advertising server;  
receiving from said first computer an acquisition request of web content specified by a Uniform Resource Locator and storing said Uniform Resource Locator;  
extracting at least two items of advertising information correlated with said Uniform Resource Locator, wherein the extracted advertising information is chosen from a plurality of advertising information correlated to the Uniform Resource Locator; and  
transmitting said extracted items of advertising information to a second computer in response to a request by the second computer for a status of the first computer, thereby allowing said second computer to display one of the~~receive said~~ extracted items of advertising information as the status of said first computer, and to display the at least two items of advertising information in a separate area.

15. (currently amended) A method for broadcasting advertisements, comprising:  
extracting distribution destination information including at least one other user who registered a first user who accesses a resource; and  
distributing at least two items of advertisement information corresponding to said accessed resource to said extracted distribution destination information, in response to a request by the ~~at least~~one other user for a status of said first user, thereby informing the at least one other user included within said distribution destination information of the status of said first user by indicating image data of one of the items of advertisement information to be used as a status indicator separate from a display of image data of all of the items of advertisement information;

wherein the distributed items of advertisement information ~~are~~is chosen from a plurality of advertisement information corresponding to said accessed resource.